



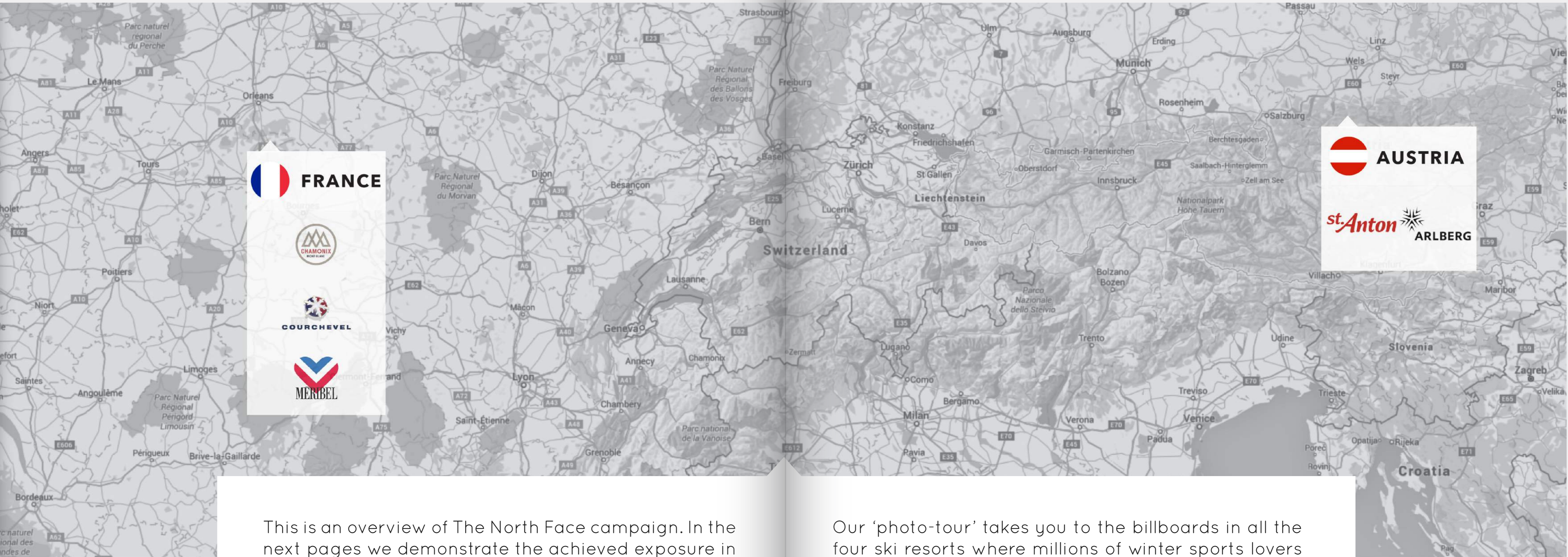
WINTER CAMPAIGN REVIEW

2016



*N'arrête jamais de chercher, jouer, créer, pousser, explorer, sauter, trouver, rêver.





 **FRANCE**

 CHAMONIX

 COURCHEVEL

 MERIBEL

 **AUSTRIA**

 st.Anton ARLBERG

This is an overview of The North Face campaign. In the next pages we demonstrate the achieved exposure in France and Austria through pictures and numbers.

Our 'photo-tour' takes you to the billboards in all the four ski resorts where millions of winter sports lovers were inspired by The North Face message. Enjoy!

4 resorts

2 countries





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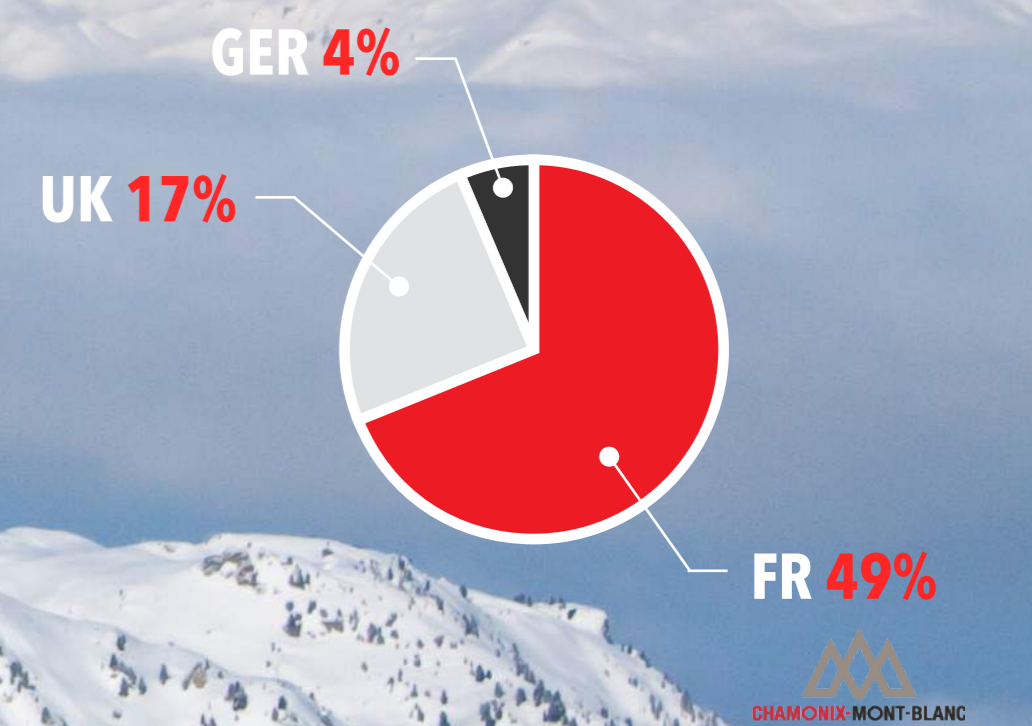
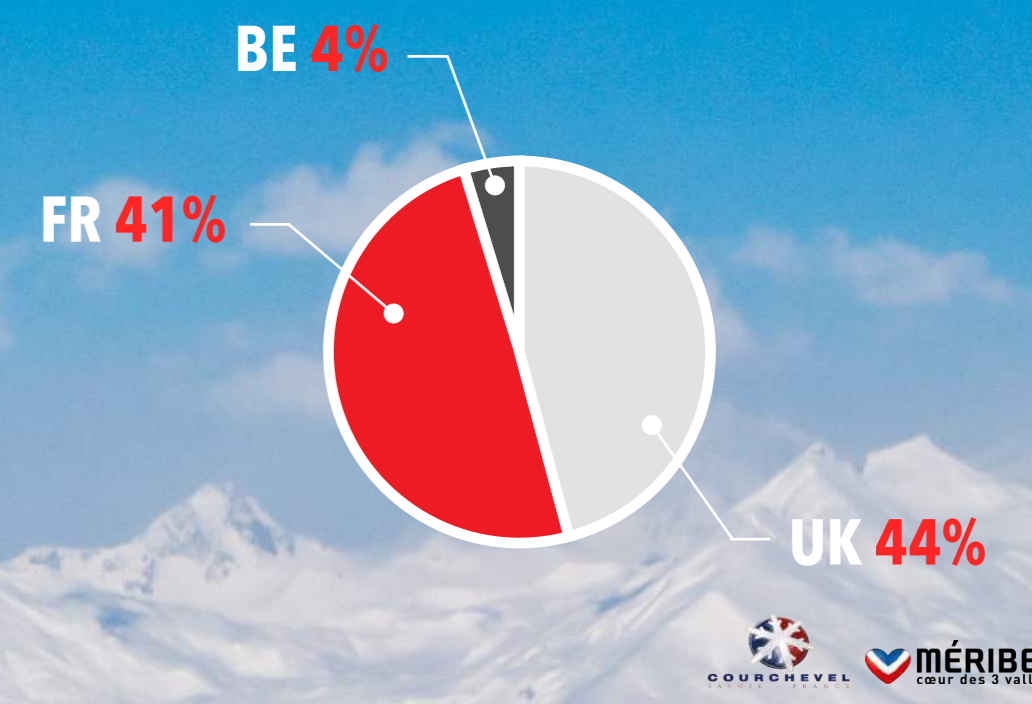
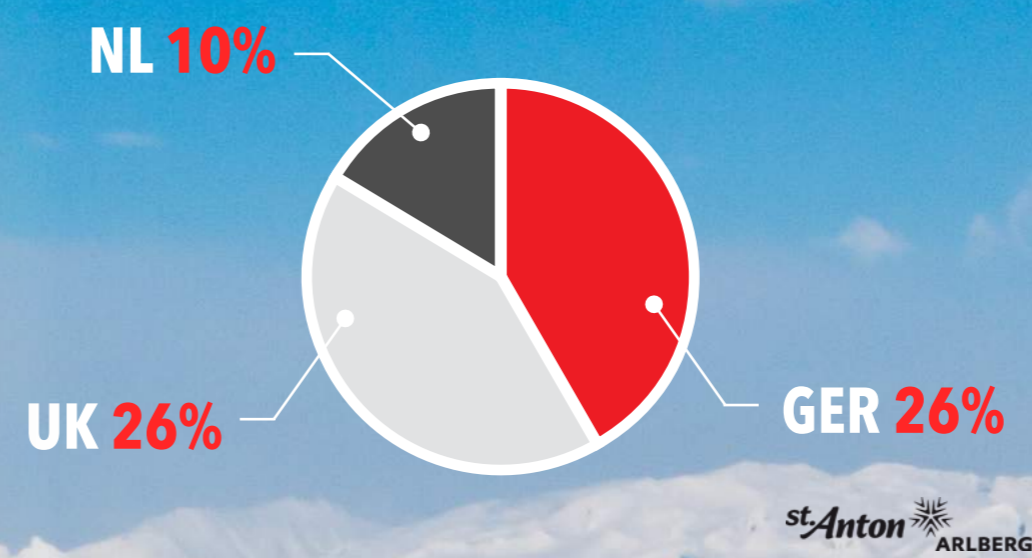
Media contacts per year



11

Billboards





NATIONALITY SPLIT



Located in one of Europe's snowiest areas,
St Anton is rated among the
top five resorts in the Alps

A member resort of the "Best of the Alps" union, St Anton is among the group that distinguish themselves from other resorts by their long alpine history, the highest quality and almost mythical fame of their mountain ranges. In addition, it has a highly efficient lift system (97 lifts) and an attractive town bursting with stylish hotels, chalets and restaurants.



STANTON





lift
boarding
area



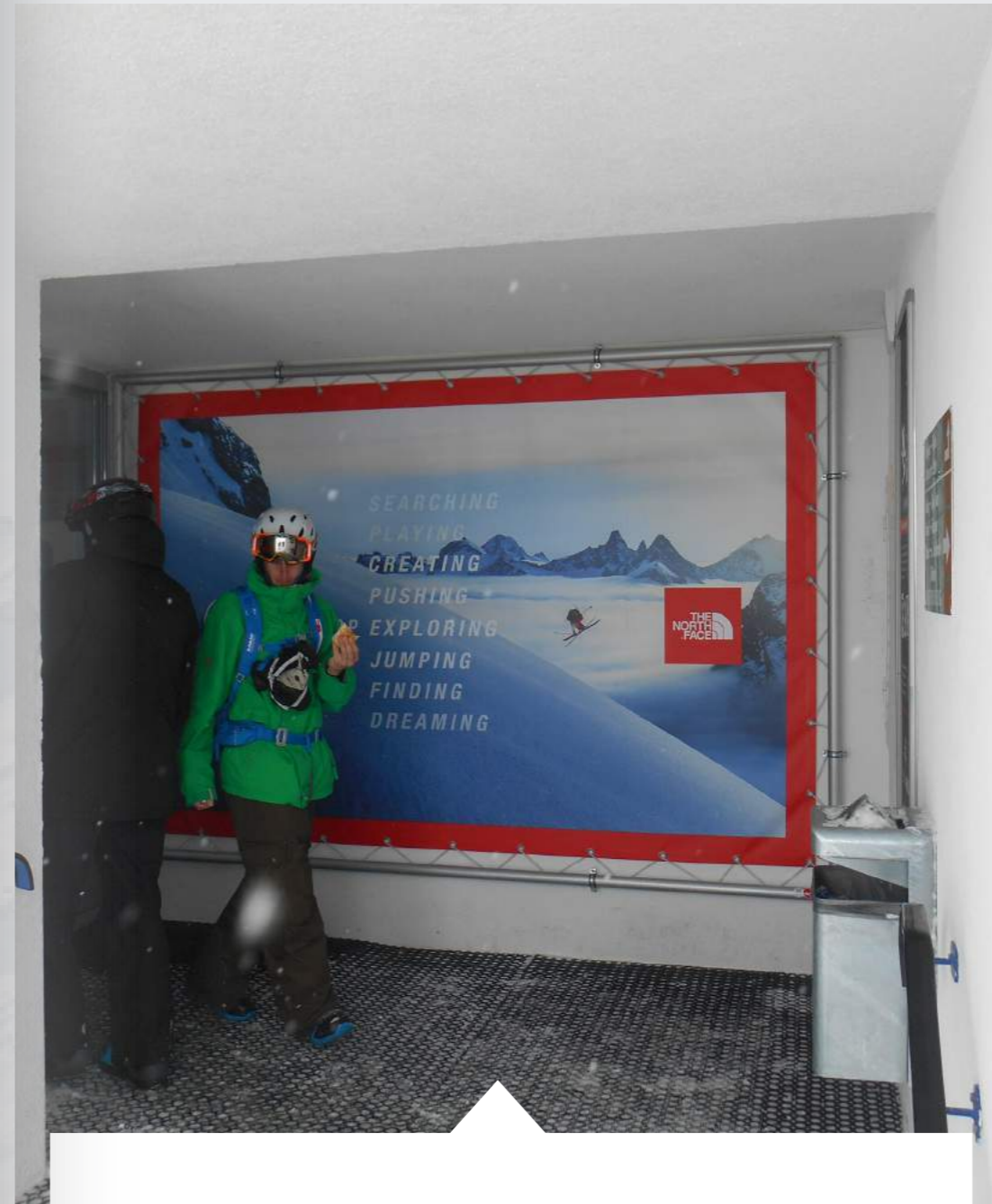
ARLENMÄHDER 6SB

Lower Station Megaboard

Frame size: 500 cm x 300 cm

Passengers: 602.000

disembarkation
area



VALLUGA 45P

Top Station Megaboard

Frame size: 300 cm x 200 cm

Passengers: 710.500

member of
"Best of the Alps"
union

This winter
St. Anton has been
the venue for the Shorty
European Championships

double
location

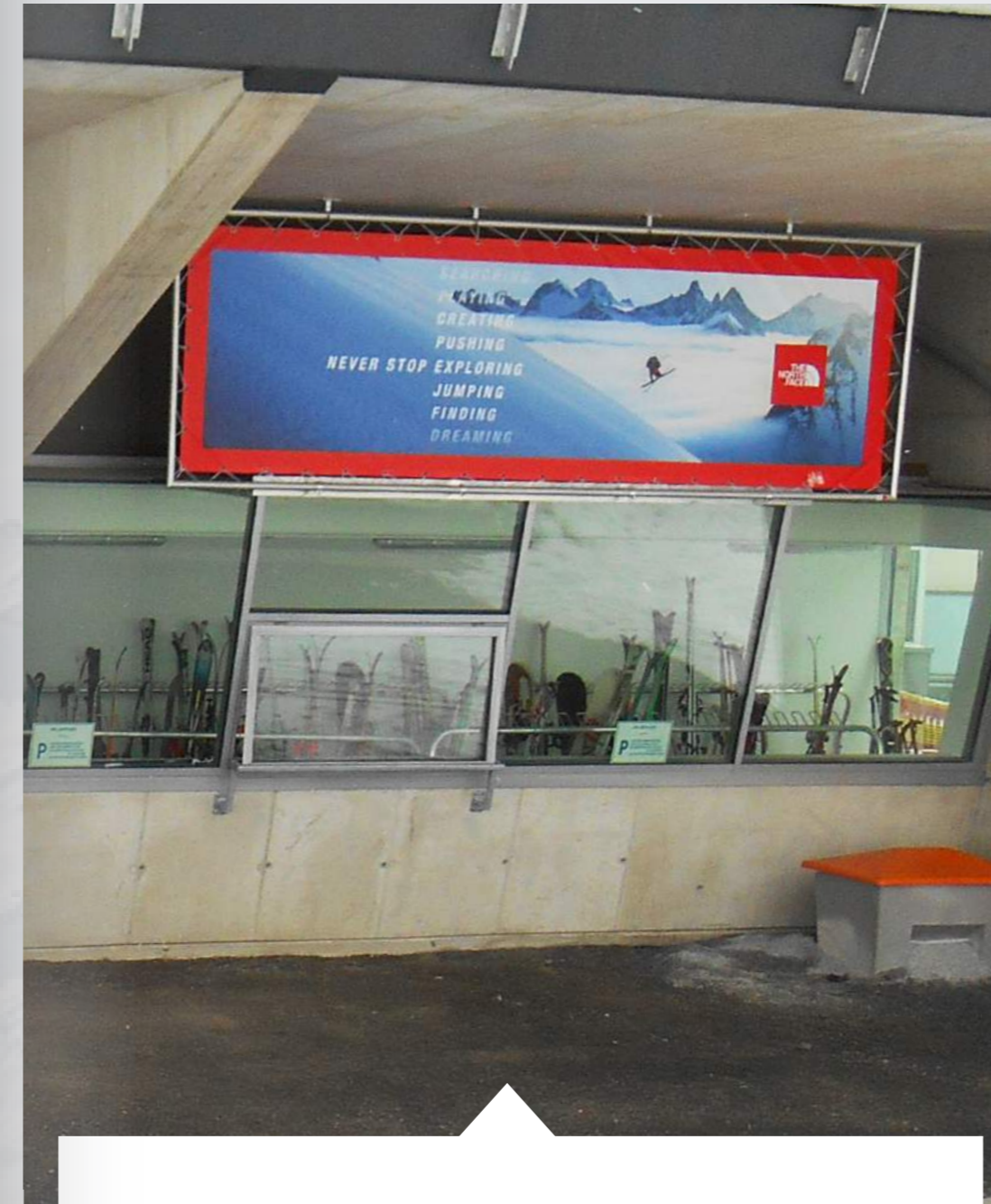


GALZIGBAHN 24P

Bergstation Lower station 1

Frame size: 500 cm x 150 cm

Passengers: 838.300



ski storage
location

GALZIGBAHN 24P

Bergstation Lower station 2

Frame size: 500 cm x 150 cm

Passengers: 838.300

Located in the centre of the
biggest ski areas in the world
- The Three Valleys -

Chamonix shares the summit of Mont Blanc with its neighbouring commune of Courmayeur in Italy, and owns the title of highest commune in France. Mont Blanc, at a height of 4,810 metres, is the third most visited natural site in the world. With an area of 245 km², Chamonix is the fourth largest commune in mainland France.





waiting area



TPH AGUILLE DU MIDI

No.1

Frame size: 120 cm x 160 cm
Passengers: 750.000



close to the lifts

TPH AIGUILLE DU MIDI

No.2

Frame size: 120 cm x 160 cm
Passengers: 750.000

There is an average 2 to 8 minutes waiting to get on the lift

Alpine Ski World Cup
has made a triumphant
return to Chamonix
valley in 2016



TPH AGUILLE DU MIDI

image 1

Frame size: 268.5 cm x 128 cm

Passengers: 750.000



TPH AIGUILLE DU MIDI

image 2

Frame size: 268.5 cm x 120 cm

Passengers: 750.000

waiting area
close to the lifts

Dramatic scenery, **relaxed mindset!**

with 4.500.000+ contacts per station

Famous for its world-class skiing, Michelin-starred restaurants and celebrity visitors, including the Beckhams, F1 drivers and owners, Courchevel is home to more than 10% of all five-star hotels in France; has its own airstrip, receiving the largest share of private planes of all ski locations; and even has heated pavements.





relaxation
area



ARRIVAL TC VERDONS

Frame size: 500 cm x 200 cm
Passengers: 900.000

main
thoroughfare



TPH SAULIRE F12

Frame size: 340 cm x 160 cm
Passengers: 700.000

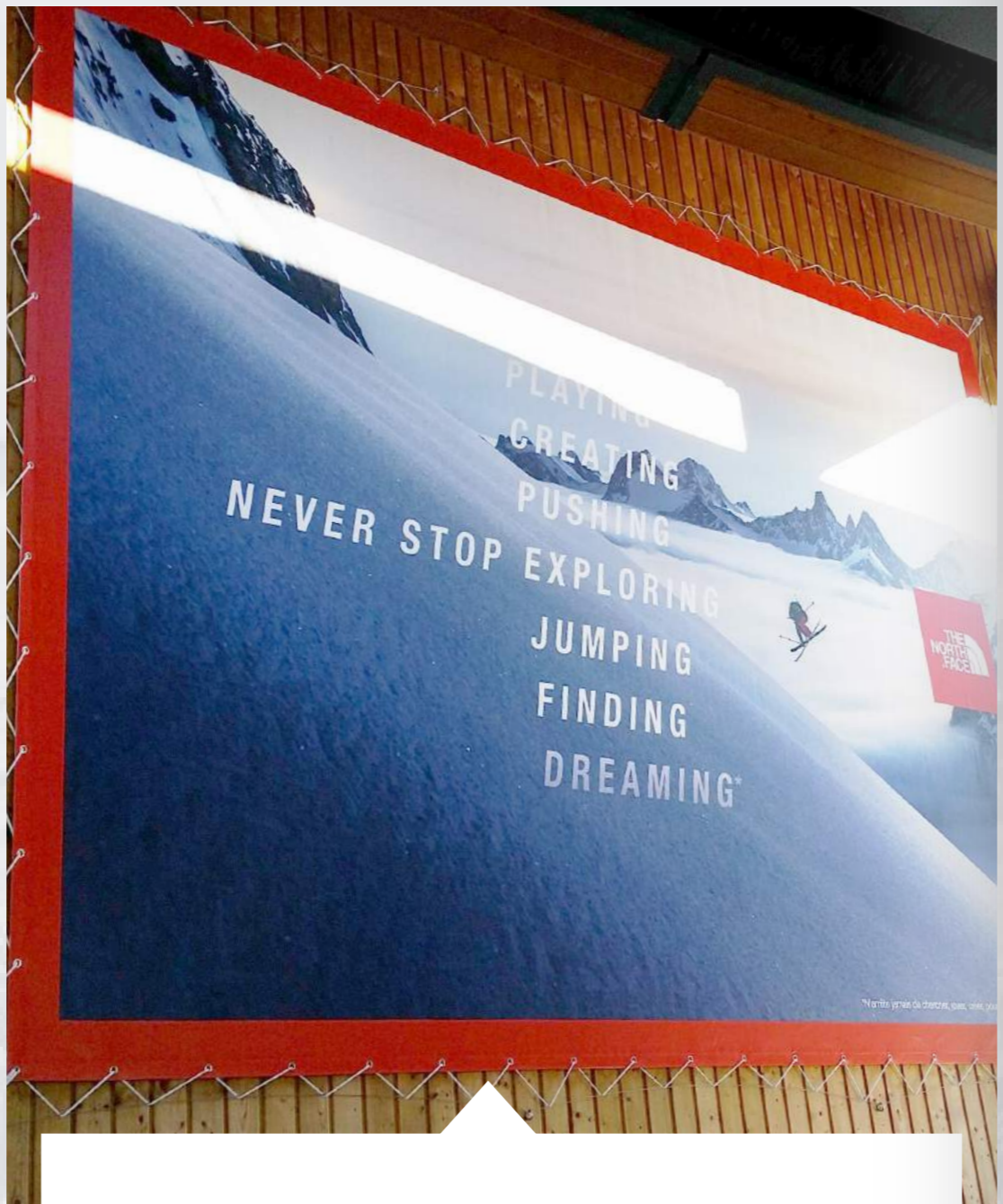
*Courchevel is the 6th
most expensive place
in the world*



Centrally located within
France's huge **The Three Valleys** ski area

Part of the largest linked ski areas in the world, Méribel has been a popular resort for more than 70 years and boasts extensive slopes, a superb location and attractive architecture with its wooden and stone chalets scattered around the mountain. It is also home to designer shops, a lively après scene and good snow throughout the season.

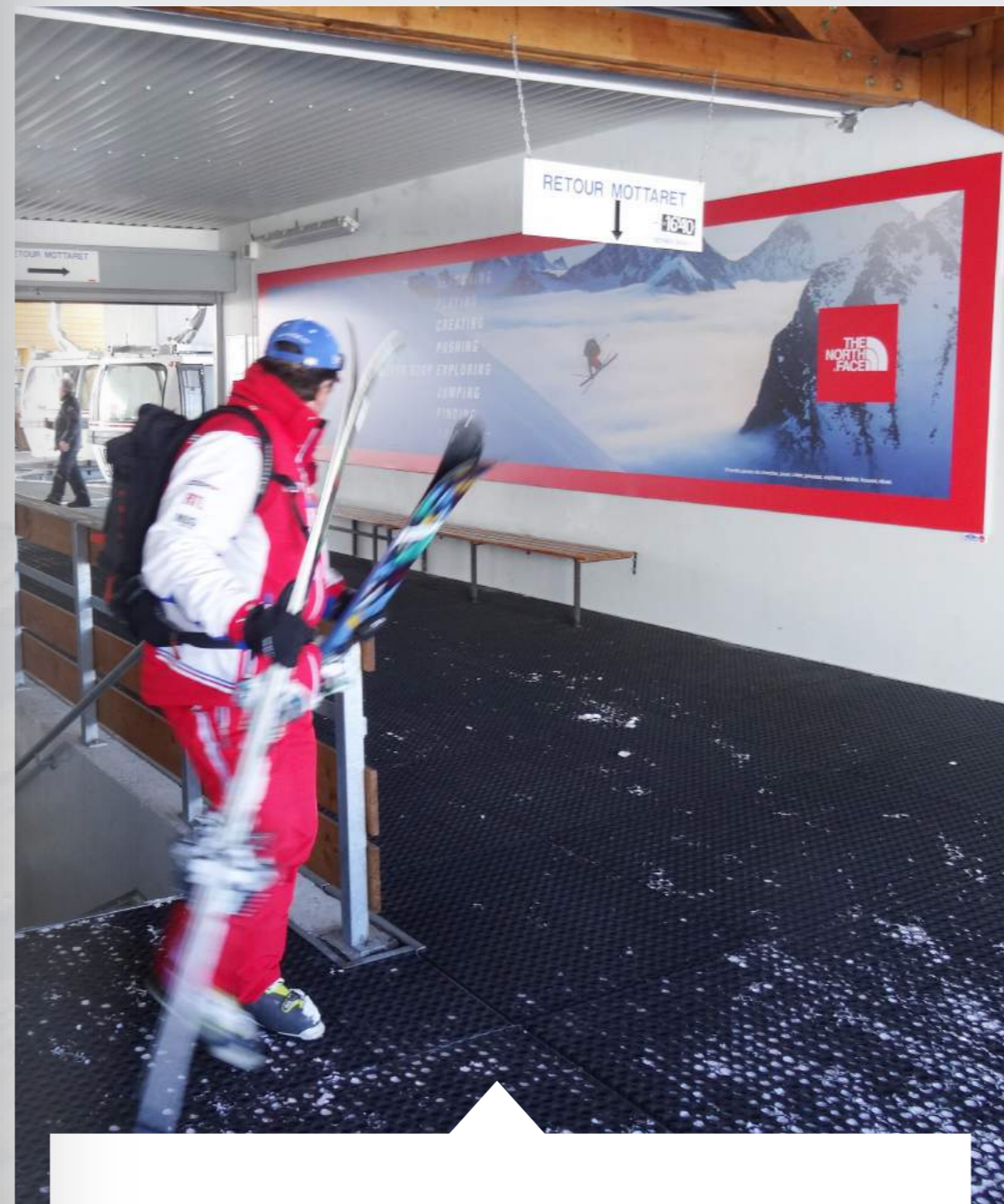




lift boarding area

TC SAULIRE EXPRESS

Frame size: 600 cm x 200 cm
Passengers: 1.100.000



access to lift boarding area

TC PAS DU LAC BB

Frame size: 800 cm x 180 cm
Passengers: 1.012.500

The Saulire Express gondola lift takes you directly to the wild parties at La Folie Douce



CAMPAIGN OVERVIEW





The legendary 3 vallées Enduro offers a variety of ski, snowboard and telemark races across **Meribel**, **Courchevel** and **val Thorens**

FIS Ladies' Alpine Ski World Cup has a permanent place in the international alpine skiing calendar, taking place in **Courchevel** each December

Five reasons **to look forward** to the coming ski season...

More than 6,000 spectators flock each year to watch **verbier's** Xtreme, considered the most difficult freeride competition on earth

The White Thrill, which takes place annually in **St Anton** during April, attracts thousands of winter sports enthusiasts

In **Chamonix**, world-class skiers and snowboarders ride incredible lines during Freeride World Tour in February





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SEARCHING
PLAYING
CREATING
PUSHING
NEVER STOP EXPLORING
JUMPING
FINDING
*DREAMING**